

Title Slide

Sesame Logo

Agenda

The Ask

Research Title Slide

Social Media Listening Findings

- **Routine Behavior:**
  - 71% of Gen Z eat salads weekly
  - Explored perfect salad + daily shopping habits
- **Creating your own dressings:**
  - High interest in homemade dressings + budget-friendly oils
  - Tested single-serve packets vs. traditional bottles
- **Health vs. Flavor:**
  - Ingredients like olive oil are seen as both health tools + flavor drivers
  - Measured impact of health claims on brand choice



this is not in the book, needs to be created

SWOT

Strengths

1. Innovator in the Condiment Market
2. Product Offering
3. Culture and Storytelling

Weaknesses

1. Distribution
2. Narrow Focus
3. Marketing Strategy

SWOT

Opportunities

1. Cultural Growth
2. Partnerships
3. Sampling Events

Threats

1. Sustainability
2. Competitive Growth
3. Direct Competitors

Sabe

Add :

- **logo**
- **photo of their product line**
- **mockup of their website**

Primary Competition

Add logos
Primal Kitchen
Tessamae
Sabe

- **3 bullet points per competitor**

Secondary Competition

add only logos

Hello Fresh

Whole Foods

Doordash

Target Market Personas

add page from book
use bullets here

Primary Target

Chloe

- 20 to 28-year-old Gen Z student or recent graduate
- Living a busy lifestyle balancing school, work, fitness, and friends.
- She values both health and convenience, shops at places like Whole Foods Market, and looks for clean ingredients that fit easily into her routine.
- She discovers products through social media and prefers premium, single-serve options over traditional bulky bottles.

Target Market Personas

add page from book
use bullets here

Secondary Target

Brooke

35 to 45-year-old working professional and mother of two

- Balancing work, family, and daily responsibilities.
- She is health-conscious, values routine and efficiency, and looks for trusted products that make healthy eating easier.
- She shops at places like Whole Foods Market and uses services like HelloFresh for added convenience.
- When it comes to dressing, she values consistency, portion control, and ease.

Focus Group Methodology

Focus Group Title Slide

Add graphic with demo/stats of participants

this is not on the book, will be created for this slide

this is not in the book &
needs to be recreated
see next page for an example of how it could look

FOCUS GROUP

Two in-person focus groups with two different audiences

- Group 1: College students (Chloe)
- Group 2: University professors and faculty (Brooke)

Each session included 5 participants

Focus groups lasted 45-60 minutes, and followed a structured discussion guide

Participants were recruited through a screener survey and on-campus outreach

381

PARTICIPANTS

35 Questions

Occupation of Participants:

- Students
- Sales assistants
- Software developers
- Teachers
- Marketing professionals

Type of Questions:

- Personal demographics
- Social media habits
- Health and wellness behaviors
- Perception of Oakberry açaí



SURVEY FINDINGS

81%

of consumers prioritize choosing healthy snacks and meals

65%

select them for general health benefits

25%

choose them specifically for weight management

CONSUMER

Açaí is strongly associated with wellness goals, with participants noting its health benefits and how it makes them feel "better" and "fit."

Direct Quotes

replace the participat quotes in the book with these

Usability friction: Opening packaging is often messy and inconvenient

"The opening is pretty challenging, and it can be messy." (Regina, 37)

"I do think the opening process is unacceptably messy" (Denise, 32)

"But I feel like they were a little messy to open and hard to open, so I'd probably look for something easier/cleaner if I'm looking for a product like that, which I'd be using on the go" (Gracie H., 21)

"But the packaging is definitely annoying to open" (Connor, 21)

Quotes and Clips

Ask in the Main Channel Where the links to these videos are you you can upload them to Adobe Xpress



Usability friction

Direct Quotes

<u>Convenience and portability fit busy, on-the-go routines</u>

“I think on-the-go its really nice” (Regina, 37)

“This would fit into my lifestyle well.” (Denise, 32)

“For the convenience, I would get it. It's so convenient, like I said before, you can just have it at all times. Like I’m not going to have a full bottle of dressing in my backpack.” (Connor, 21)

Quotes and Clips



Convenience and portability

Direct Quotes

Short, recognizable ingredient lists build trust

“It doesn’t really have that many ingredients.” (Regina, 37)

“I really like this short ingredient list” (Regina, 37)

“I always read the labels” (Marilyn, 60)

“I like to read the label…” (Laura, 38)

“I prefer avocado oil” (Greg, 21)

“I was going to say the same. It’s a little healthier” (Connor, 21)

Quotes and Clips



Short, recognizable ingredient lists build trust

Survey Title Slide

Survey Methodology

Survey Structure:

- 28 questions
- 6 sections:
  - Salad and dressing consumption habits
  - Purchase behaviors
  - Health versus convenience priorities
  - Attitudes toward international flavors
  - Engagement with on-campus promotions
  - Demographic and lifestyle

Participants & Results:

- 302 responses
- The majority of participants were ages 18–24 and female,
    - Secondary demographic: university professors and faculty.

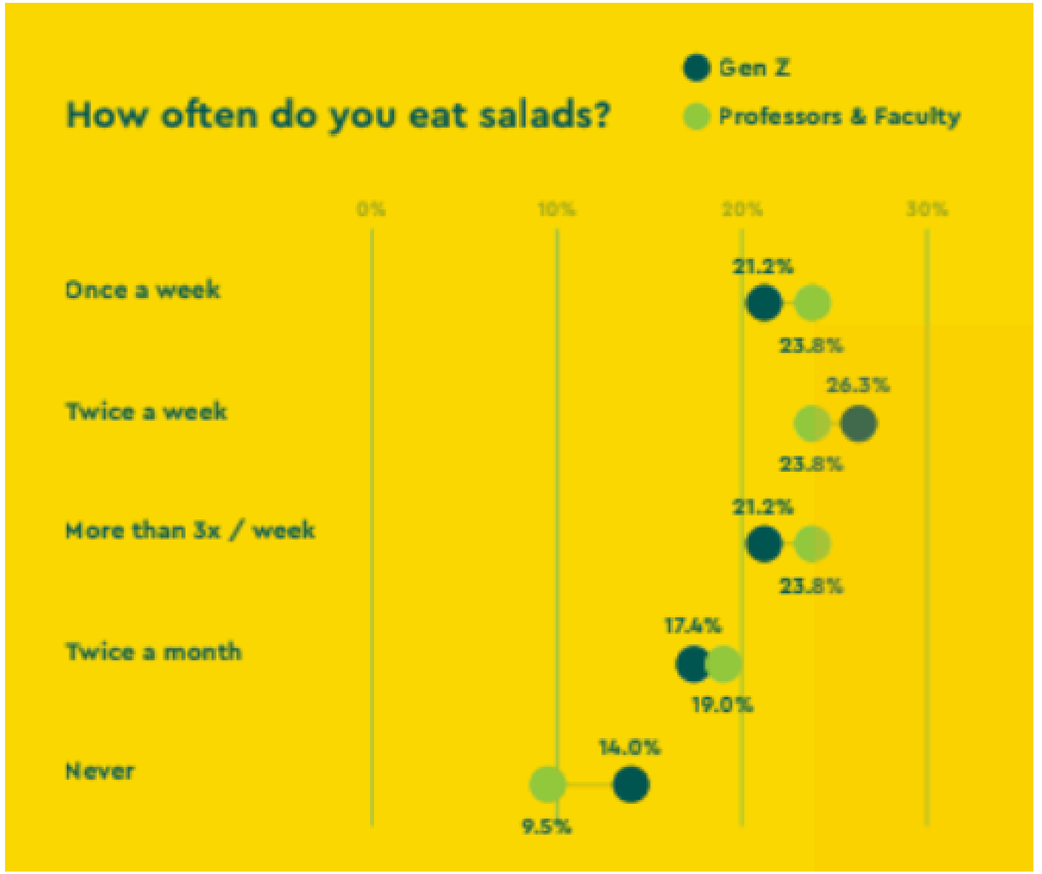
Add graphic with demo/stats of participants

this is not on the book, will be created for this slide

Survey Findings

Salad & Dressing Purchase Behavior

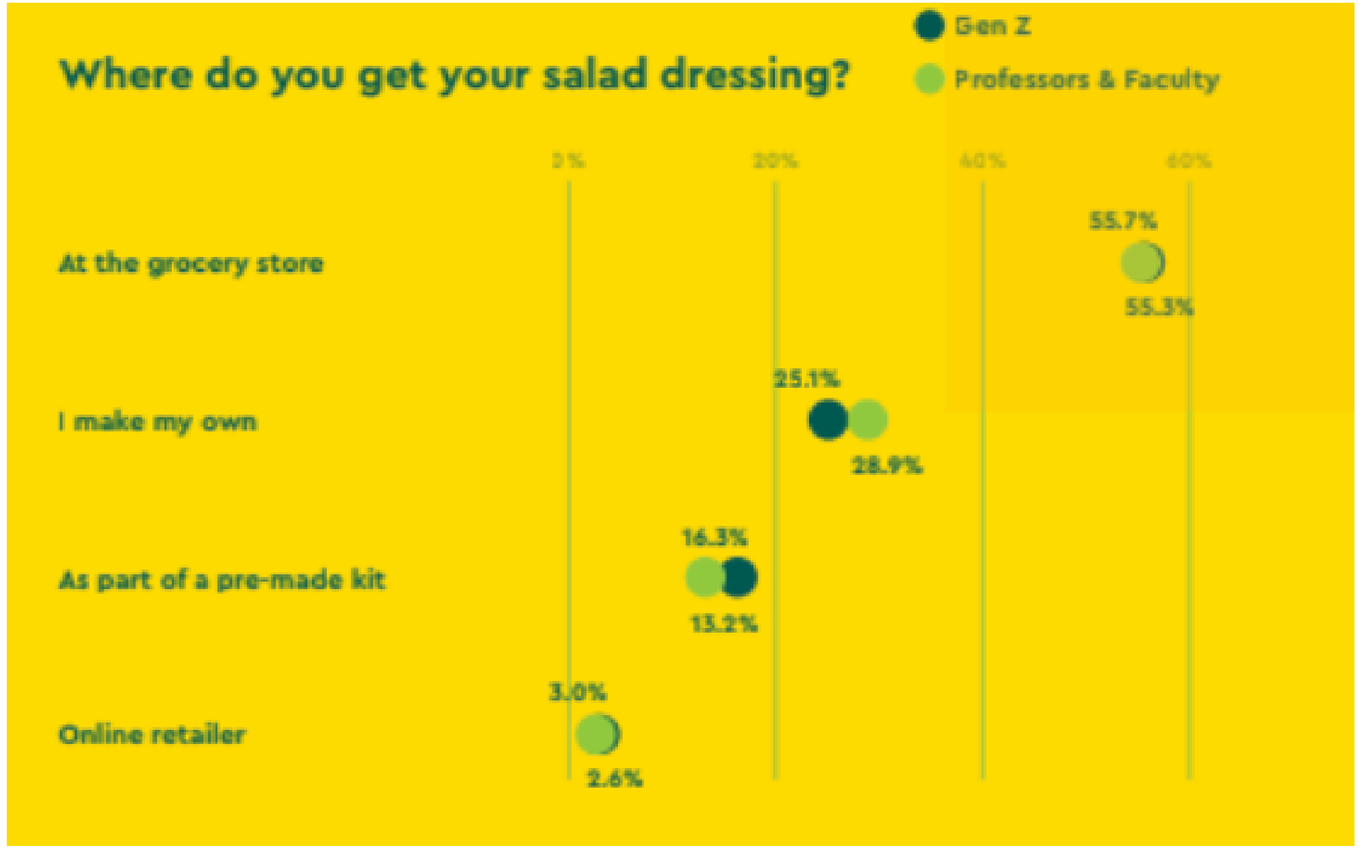
Graphs 1-3



Survey Findings

Salad & Dressing Purchase Behavior

Graphs 1-3



Survey Findings

Health and Convenience

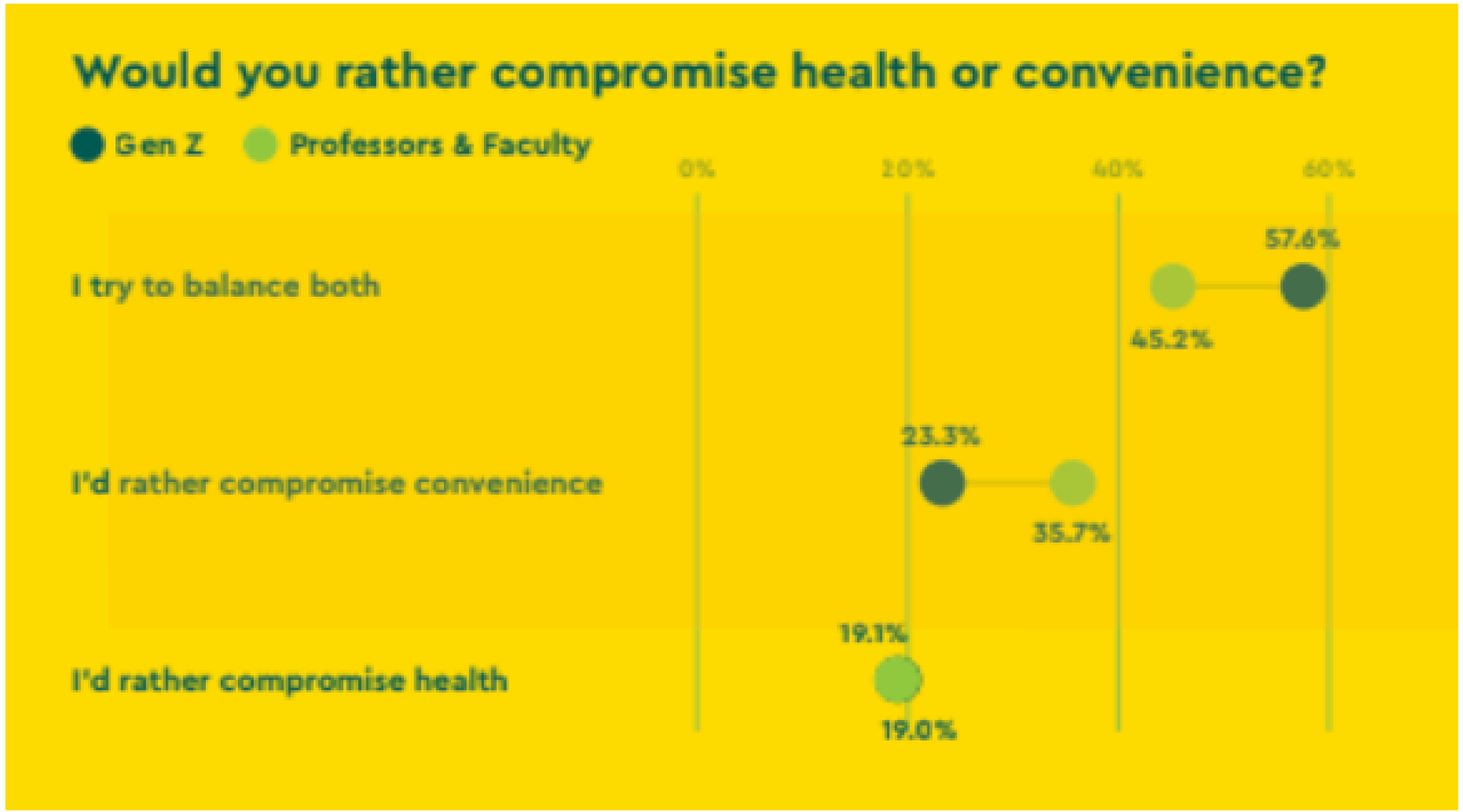
Graphs 4+5



Survey Findings

Health and Convenience

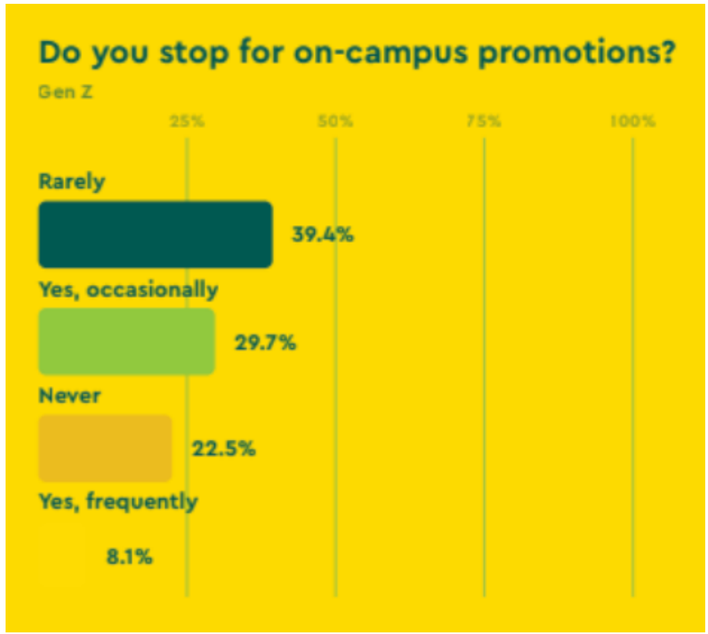
Graphs 4+5

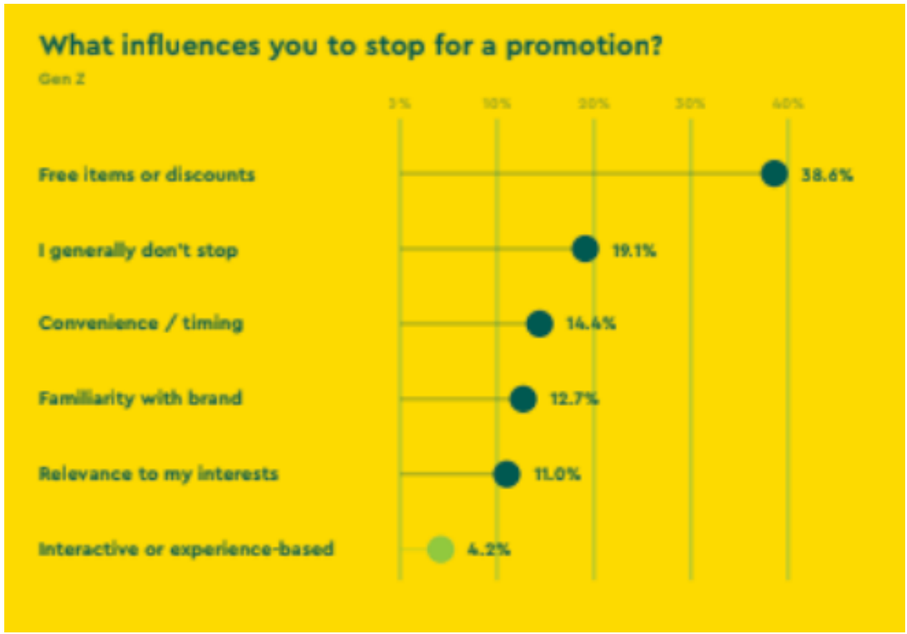


Survey Findings

On-Campus Promotions

Graphs 8+9

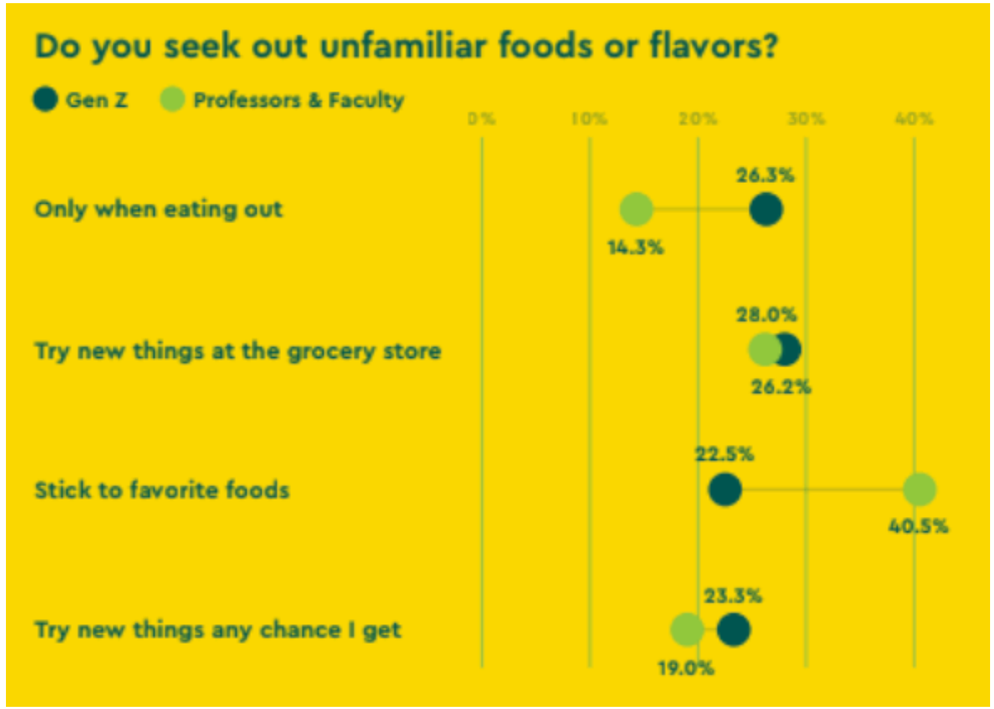


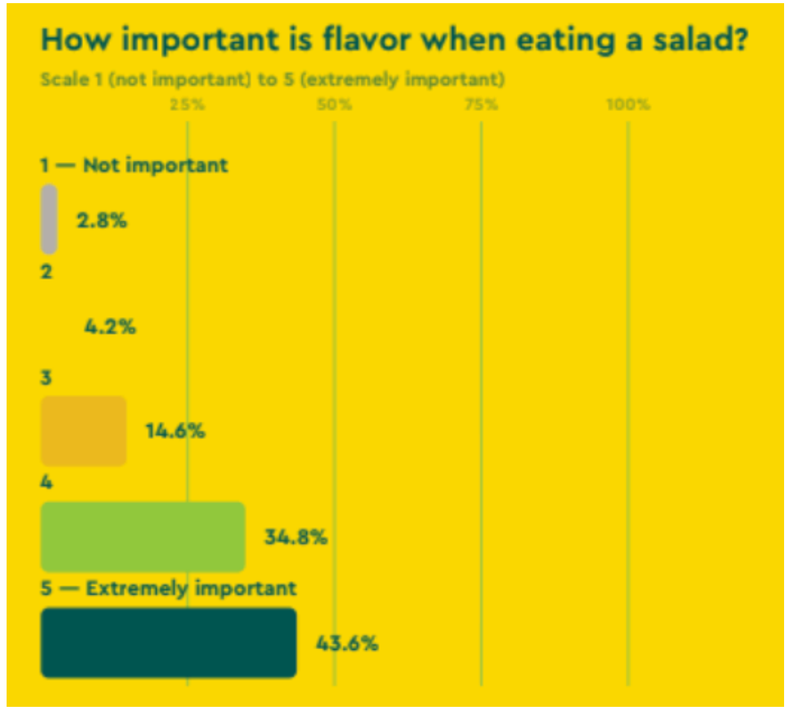


Survey Findings

International Flavors

Graphs 6+7

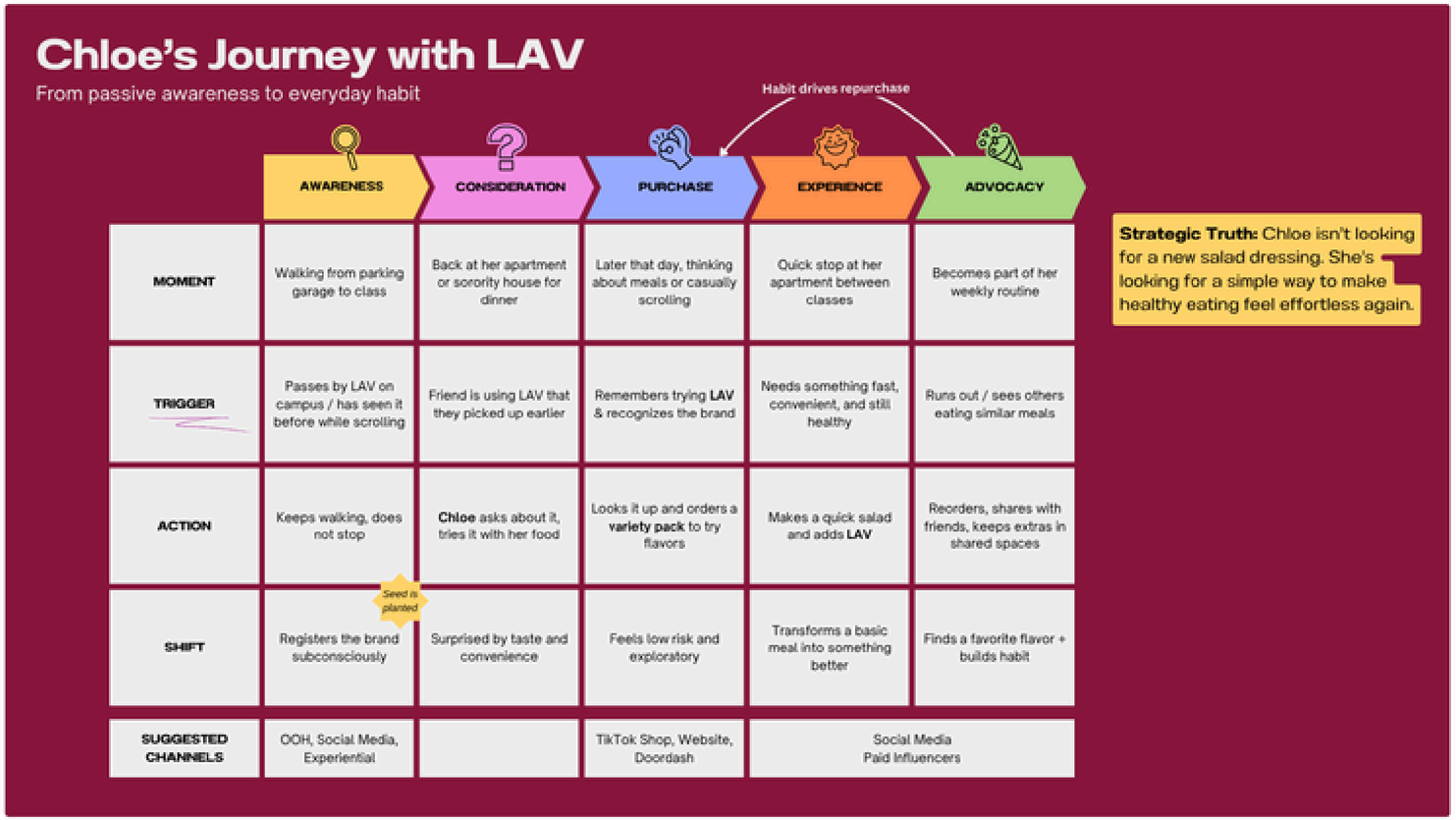




Main Insight

We abandon healthy food options when it feels like work. We are attracted to brands that make wellness feel effortless and fun – not a chore, but a choice worth making.

Consumer Journey



Transition note for script:
this is how you enhance what you've already started on social

Social Media

Proposed new social media feed

Social Media

Instagram

Social Media drives LAVs strategy. On Instagram, LAV focuses on lifestyle. We want to show LAV in the wild through interactive features and user-generated content. How does this fit into a real student’s aesthetic

Social Media

TikTok

On TikTok, we want to focus on the day-in-the-life and quick recipe hacks. We are leaning into trends to connect authentically with Gen Z where they already spend their time

Social Media:
Online Persona & goals

uplifting, fresh, and approachable.

Social Media:
Sample Calendar

Add example of phone mockups

Social Media:
Content Themes

Add example of phone mockups

Content Theme:
Giveaways

Add example of phone mockups

Content Theme:
Recipe of the Week

Add example of phone mockups

Content Theme:
Produce Challenge

Add example of phone mockups

Content Theme:
Founder’s Spotlight

Add example of phone mockups

Content Theme:
UGC

Add example of phone mockups

Social Media Influencers Strategy

Influencer approach

The influencer approach is focusing on on-campus micro-influencers-students involved in Greek life and organizations

Social Media Influencers

Add recommendations
(bullets 10 UM and 5 Miami)
and 3 feed mockups

Influencer Box

[CREATIVE TITLE]

Big Idea:
LAV Yourself

Creative Assets

Illustrations
Patterns
Original photography

Billboard 1

Billboard 2

Doordash Ad

Bus Shelter 1

Bus Shelter 2 & 3

Distraction Ad

Hear Me Out

Will add 3 videos here

Calpack lunchbox

Grove Grocer
Salad bouquet

Pura Vida x LAV
Picnic

Salad mobile cart

Media title slide

Media Activation Calendar
$200,000

Media Budget allocation pie chart $200,000

Budget Breakdown

How LAV would allocate spend across two campaign tiers

Campaign Evaluation

UM Logo
Back Cover

Class photo

Food Trucks and Farmers Markets

Partnering with campus food trucks and farmers' markets near campuses at places like the University of Miami where LAV will be placed directly into students' hands as an easy add-on to their lunch

campus organizations: Distraction Magazine and the Miami Hurricane

We are also leaning into campus organizations like Distraction Magazine, an on-campus magazine with a circulation reaching over 11,000 undergraduates, and the Miami Hurricane, the on-campus newspaper, to ensure that when a student is reading about their community, they are seeing LAV as well.

Out of home

Out of home will help keep LAV top of mind. Bus shelters will target our primary audience, making LAV visible on their daily commute.

Billboards

We will also have billboards near campuses, for UM to have a billboard near US-1, to capture our secondary audience. The ad will feature a QR code, so we can track who is engaging with the brand

Doordash